



Llywodraeth Cymru
Welsh Government

Violence Against Women, Domestic Abuse and Sexual
Violence (VAWDASV)

National Communications Framework (2017-2020)

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Introduction

This National Communication Framework outlines the long term approach of the Welsh Government for the delivery of national campaigns and broader communication on violence against women, domestic abuse and sexual violence (VAWDASV).

Contextualised within the National Strategy on VAWDASV, the framework sets out the Welsh Government communications strategic approach proposed between 2017 – 2020 and how this will be developed. It also seeks to establish an annual plan which highlights key opportunities for awareness raising in this area that are linked to both national and international campaigns and activity planned by organisations working in Wales.

This Framework sets out the overarching three year plan that will be updated annually with information on communications delivered and on individual campaigns as the details of each are agreed.

Background.

Violence against women, domestic abuse and sexual violence is a fundamental violation of human rights, a cause and consequence of inequality and has far reaching consequences for families, children and society as a whole.

We want to improve the economic, social, environmental and cultural well-being of people in Wales to achieve a prosperous, resilient, cohesive, healthier and more equal nation and society. This can only be achieved if individuals and groups within our communities are able to live fear free from violence and abuse.

The Violence against Women, Domestic Abuse and Sexual Violence (Wales) Act 2015 received Royal Assent on 29 April 2015 and is intended to ensure a focus across the public sector on the **prevention** of these issues, the **protection** of victims and the **support** for those affected by such issues.

The National Strategy (2016-2021), which fulfils the commitment in section 3 of the Act, builds on our collective progress to date, and prioritises delivery in the areas of prevention, protection, and provision of support, in line with the purpose of the Act.

The overarching policy objectives set out in the National Strategy are:

Objective 1: Increase awareness of violence against women, domestic abuse and sexual violence across the Welsh population;

Objective 2: Enhance education about healthy relationships and gender equality;

Objective 3: Challenge perpetrators, hold them accountable for their actions and provide interventions and support to change their behaviour;

Objective 4: Ensure professionals are trained to provide effective, timely and appropriate responses to victims and survivors;

Objective 5: Provide victims with equal access to appropriately resourced high quality, needs led, strength based, gender responsive services across Wales;

Objective 6: Work together as a sector to understand and meet the needs of our communities, increasing the sustainability and capacity of the sector.

These objectives will contribute to the pursuit of the prevention of violence and abuse, the protection of victims and the support of all those affected. The National Strategy sets out how we will achieve this aim through the objectives and through collaboration with private, public and third sector organisations.

Taking forward Objective 1 of the National Strategy on Violence against Women, Domestic Abuse and Sexual Violence (2016-2021)

Objective 1 of the National Strategy is to:

Increase awareness of violence against women, domestic abuse and sexual violence across the Welsh Population

We will continue in our aim to raise awareness and **challenge attitudes** in order to prevent violence against women, domestic abuse and sexual violence happening in the first place. Ultimately, we intend to build a society which **does not tolerate** violence against women, domestic abuse and sexual violence.

To achieve this policy objective, we have committed to:

- Develop a National Communications Framework in consultation with stakeholders to ensure a more coherent, long term approach to engagement and communication. The framework will continue to raise public awareness and change social norms, values, beliefs, attitudes, behaviours and practices in relation to all forms of VAWDASV .
- Continue to raise public awareness and change social norms, values, beliefs, attitudes, behaviours and practices in relation to all forms of VAWDASV with specific public communications, based on a wide reaching communications strategy, and resources directed to challenging beliefs and inequalities amongst communities.
- Challenge cultural attitudes which can underpin traditional harmful practices like Female Genital Mutilation (FGM), forced marriage and Honour Based Violence, raising awareness within all communities. We will work with and support specialist BME violence against women services in Wales to engage and support community champions to improve community responses to survivors of violence and abuse.
- Through our communication campaigns we will positively engage men and boys in challenging all forms of VAWDASV .
- Improve the way we work with survivors to develop policy and actions. This will both inform our awareness raising activities and enable us to prevent survivors from becoming victim to further abuse.

Cross Government Delivery Framework

In July 2018, we published our Cross Government Delivery Framework which sets out how Welsh Government will meet the commitments made in the National Strategy. This Framework outlines the specific actions that have been delivered to date and sets out in more detail what we aim to deliver over the next 3 years to achieve the commitments within the Strategy.

During 2017-2018 the Welsh Government, working in partnership with expert stakeholders and survivors of abuse, undertook the following in relation to communications activity

- Developed and implemented a Communications Framework in partnership with key stakeholders
- Commissioned a literature review to establish good practice for VAWDASV campaigns in Wales and used this review to determine communications activity;
- Established a Communications group which incorporates expert stakeholders, survivors and communications representatives from across the public service
- Developed campaigns such as:
 - "This is Me"¹ which aims to tackle gender stereo-typing as a contributor to gender inequality and therefore a cause and a consequence of VAWDASV;
 - "Don't be a Bystander"² which encourages anyone who is concerned that someone may be experiencing abuse to ask "are you okay?".
- Supported the White Ribbon Campaign to end male violence against women by promoting uptake of the campaign across the Welsh public service, achieving accreditation as a Government, promoting the Ambassador role and projecting the white ribbon onto sites, such as Harlech and Caerphilly Castles and the Pierhead Building in Cardiff Bay;
- Published a film to mark the International Day for the Elimination of Violence against Women, featuring White Ribbon Ambassadors.

¹ <https://www.youtube.com/watch?v=RzNtxGR7NnM>

² https://www.youtube.com/watch?v=91rFi9_8iDs

In 2018 -2020 we plan to undertake the following activity:

- Update and publish the communications framework
- Develop four new campaigns in partnership with stakeholders and survivors
- Ensure that campaign messages are delivered, explored and promoted within key community settings through provision of a Community Communications grant
- Continue to work with White Ribbon Ambassadors and key stakeholders to promote the White Ribbon Campaign, which encourages men and boys to make a stand against male violence against women, domestic abuse and sexual violence
- Seek to ensure men and boys are represented in all campaign work and are able to contribute to its development;
- Develop campaigns based on survivor feedback and evidence and seek to represent all of Wales within them.

Welsh Government VAWDASV communications activity

Since 2010, the Welsh Government has run a series of multi-media campaigns aimed at tackling VAWDASV which have targeted wide general and specific audiences, including victims and perpetrators.

In 2011, all campaign activity was brought under the '*Live Fear Free*' banner and we continue to take this forward. Previous campaigns have included 'Making A Stand' and 'Crossing the Line'. Communications activities have also been delivered to link with specific events and opportunities, for example, the Welsh Rugby Union Six Nations Tournament, Valentine's Day and the Christmas period, International Day for the Elimination of Violence against Women.

A dedicated Communications group was established in April 2017 with membership including a range of stakeholders to take forward the new VAWDASV communications framework and activities between 2017 and 2020. Welsh Government contracted an integrated marketing and publicity agency to support the development and delivery of communication campaigns through this period.

The creation of this National Communications Framework ensures a more coherent, long term approach to engagement and communication on VAWDASV alongside the development of a series of cohesive and integrated communication campaigns.

As part of its commitment to tackling VAWDASV, Welsh Government continues to develop bi-lingual, multi-media campaigns aiming to raise awareness of the issues, challenge attitudes and make clear that Wales will not accept violence against women, domestic abuse and sexual violence, its causes or its consequences.

Campaign development

All VAWDASV campaigns will be developed in partnership with expert stakeholders and survivors. This is facilitated through the VAWDASV Communications group.

The Communications Group

The VAWDASV Communications group (the Communications group) will work in partnership with Welsh Government to address objective 1 of the National Strategy by:

- Informing and supporting the development of a national communications framework to achieve coherent and consistent messaging on VAWDASV with wide reach across the Welsh population and to specific audiences
- Helping to inform and contribute towards the VAWDASV campaign activity of Welsh Government.

The Communications group have:

During 2017-2018:

Contributed to the delivery of communications themes for each month from April 2017 – March 2018. These themes were informed where possible by existing activity within relevant sectors, e.g. International Day for the Elimination of Violence against Women and the 16 days of action and National Stalking awareness day and aligned where possible and appropriate.

For the duration of its function:

Contribute ideas to inform Welsh Government campaign planning on VAWDASV and provide input to the development of these campaigns.

Plan ways of partnership working in line with the VAWDASV Communications Framework.

Membership and attendance

The VAWDASV Communications group will be chaired by the Senior Policy Adviser of the Violence against Women, Domestic Abuse and Sexual Violence Team

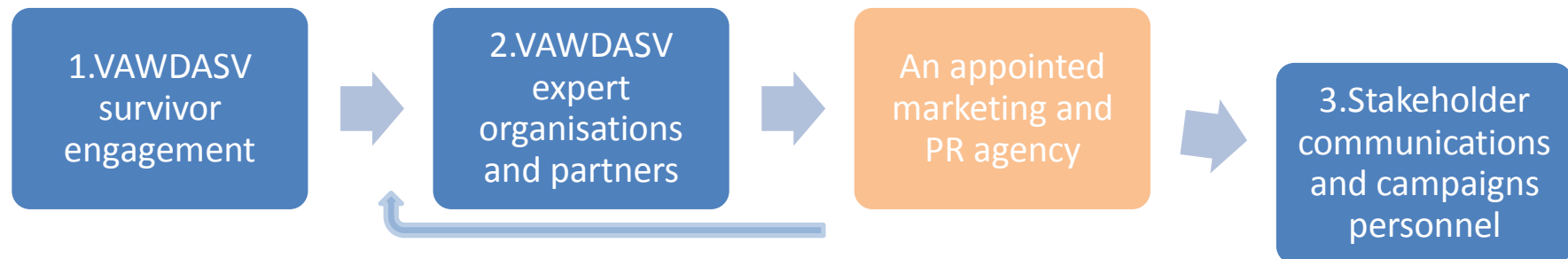
In order to deliver this work, the Communications group includes three **divisions**; two responsible for informing and developing campaign messages and one responsible for effective dissemination of these messages.

1. **VAWDASV survivors;** facilitated through specialist organisations to inform communications and campaigns activity in relation to VAWDASV. This group is expected to continue to meet regularly.
2. **VAWDASV expert organisations and partners;** nominated through the VAWDASV Advisory Group to inform and plan Welsh Government communications and campaigns activity in relation to VAWDASV. This group is expected to continue to meet regularly.

The work of these two divisions will inform the work of the contracted marketing and PR agency who will help to develop and deliver campaigns on behalf of the Welsh Government.

The third division assist in disseminating these campaigns and working in partnership with the Welsh Government to create better linked and stronger messaging around VAWDASV.

3. **Stakeholder communications and campaigns personnel;** contact points in all relevant stakeholder organisations who should have an awareness of, and participate in Welsh Government VAWDASV communications. This group undertake the dissemination of campaigns and assist in the delivery of coherent messaging across Wales.



Membership of the Communications Group comprises representatives from the following sectors:

The Specialist VAWDASV Sector
The Criminal Justice System
Health
Local Authority
Welsh Government
Survivors of VAWDASV

Communications group members are required to:

- Support the group by leading on communication activities to support campaigns and themes, where appropriate.
- Represent and make decisions on behalf of their own organisation regarding participation and contributions to the VAWDASV Communications Framework.
- Support campaigns run by the Welsh Government in relation to violence against women, domestic abuse and sexual violence through communications activity of their own.
- Inform the group of their own organisation's communication planning.

2017-2018 Campaigns

Two campaigns were created and issued in 2017-2018; “THIS IS ME” and “Don’t be a Bystander”. Future campaign planning will build on these initial campaigns. These campaigns were developed with support from expert stakeholders and a network of survivors of violence against women, domestic abuse and sexual violence.

THIS IS ME challenges the impact of gender norms, gender stereotypes and gender inequality as causes of violence against women, domestic abuse and some forms of sexual violence. **THIS IS ME** launched in January 2018 and aims to start a conversation around gender identity, stereotyping and gender inequality and forms the basis of a three year campaign plan.

Key messages

- Gender inequality is a cause and consequence of violence against women and girls
- Wales wants men and women to live free from fear of violence against women, domestic abuse and sexual violence, its causes and its consequences. This abuse is always unacceptable – there’s no excuse

Audience

THIS IS ME was targeted at a wide audience of citizens in Wales with targeting of specific groups and messaging within that wider audience.

DON’T BE A BYSTANDER launched in April 2018. This campaign explicitly encourages people to act if they suspect abuse is taking place. This campaign demonstrates why an intervention in any form (for example; checking that someone is okay, not accepting violent or abusive language, not laughing at sexist or violent humour, calling the helpline or the police) is important. The campaign also emphasises that those who experience abuse are as much part of a community as the bystanders. The campaign is based on the real-life experiences of survivors of those people who have intervened – family, friends, colleagues, service providers, with survivors sharing the outcomes of that intervention.

Key messages.

- Wales is not a bystander to violence against women, domestic abuse and sexual violence
- Encourage and empower people to act if they suspect abuse is taking place-any offer of support can help
- Wales wants men and women to live free from fear of violence against women, domestic abuse and sexual violence, its causes and its consequences. This abuse is always unacceptable – there's no excuse
- What life without fear looks like

Audience

- The Don't be a Bystander campaign targeted those people who are close to the victims of VAWDASV and demonstrates why intervention is important The campaign encourages people to find out more from the campaign page on the Live Fear Free website or to call the helpline if they have concerns or needed advice

However the following overarching groups are central to message dissemination

- Family Friends, public
- Survivors
- Perpetrators
- Children and Young People

These campaigns are available to view here:

<https://livefearfree.gov.wales/campaigns/?lang=en>

2018-2020 Campaigns

Four campaigns are planned for 2018 – 2020. These will sit under the *'Live Fear Free'* banner and will have an overarching theme of **'Control'**. Survivors have overwhelmingly called for a campaign on this subject and campaign planning will be developed with the expert communications group and survivors.

There will be four distinct subjects explored under the theme of control.

2018 – 2019

- Coercive control
- Control and those from diverse communities/those with additional needs/specific forms of abuse.

2019 – 2020

- Control in sexual abuse, violence and rape
- Control and the experience of violence against women, domestic abuse and sexual violence for young people

The first campaign on coercive control will focus on the signs of an unhealthy relationship to encourage victims, bystanders and perpetrators to recognise the behaviours that are examples of coercive control.

For victims and bystanders, understanding these signs/behaviours can help them determine if they are in an unhealthy, or even dangerous, relationship.

This campaign will develop into the 2nd phase of activity in 2018-2019. The scenarios will be adapted to target the different audiences and focus on diverse communities and specific issues for minority communities.

The coercive control campaign will be delivered via a series of integrated channels and will be accompanied by a powerful social media campaign.

The specific issues and scenarios used within the campaign will be developed with survivors of abuse.

The proposed launch date for the campaign on Coercive Control is January 2019: Detail on the campaigns plan for 2019-2020 will be provided in the 2019 update of the Framework.

National campaign supplementary activity

In 2018-2019, Welsh Government VAWDASV campaigns will be supported by community engagement activities designed to broaden the reach of our campaigns. This work will involve awareness raising, exploration and promotion within community settings and will focus on either the THIS IS ME campaign; the Don't be a Bystander campaign; or work with men and boys to challenge harassment, abuse and violence.

The community communications activity will also align with and support activity to mark the International Day for the Elimination of Violence against Women and White Ribbon day on the 25th November 2018.

Evaluation

For all campaigns, we use the OASIS model³ (Objectives, Audience Insight, Strategy/Idea, Implementation and Scoring/Evaluation). This is a series of steps that can help bring order, clarity and consistency to the planning of all campaigns. The most important element of this model is the setting of the SMART* communication objective and this should be done well before the activity is started.

*Specific, Measurable, Achievable, Relevant and Timely



³ Government Communications Service

To ensure the effectiveness and understanding of our messages and communications for our national campaigns, we measure and evaluate activities. Evaluation is a continuous process and will be closely tied in with planning for all communication activity/campaigns and measured against the key communications objectives and OASIS model set out in this framework.

The evaluation model below will continue to be used by the marketing and publicity agency to measure

Campaign inputs: what is being produced

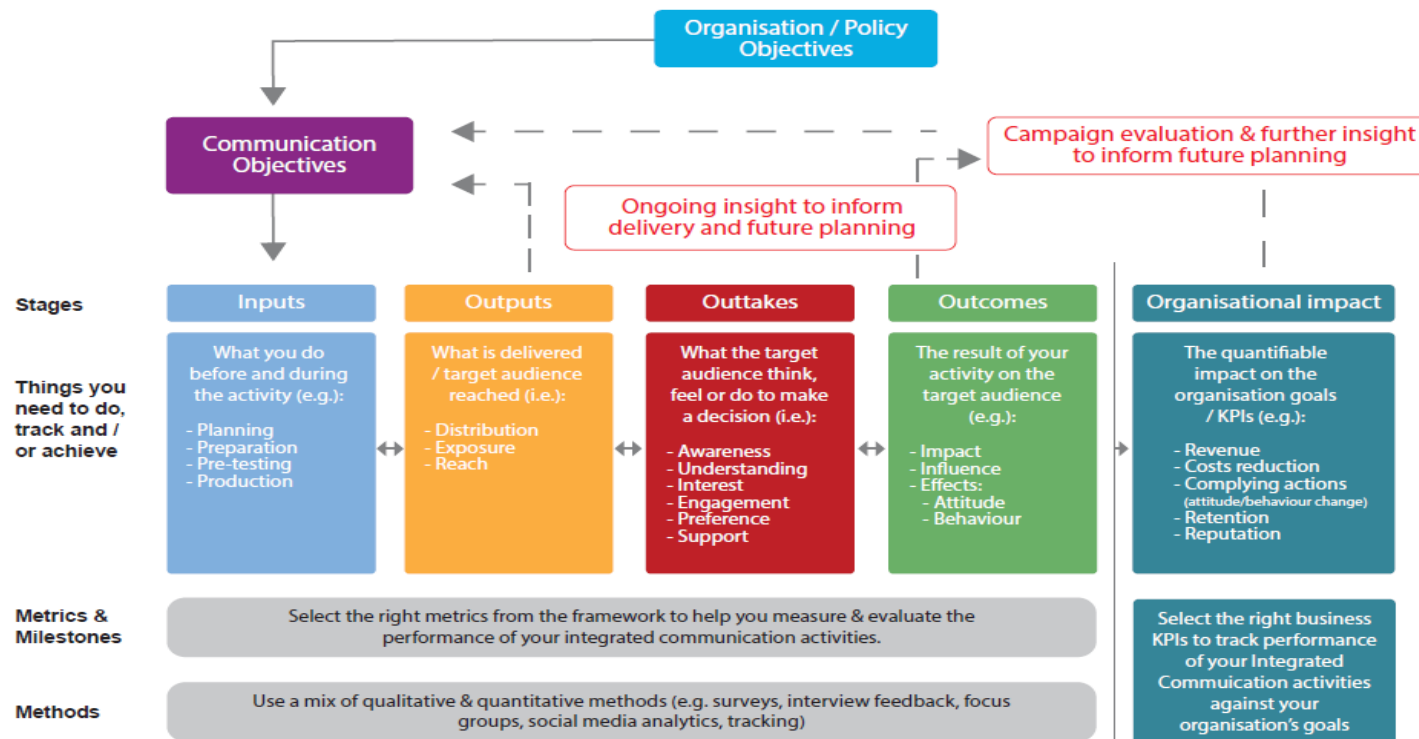
Campaign outputs: what are the recognition levels and reach

Campaign out takes: understanding of key messages by audience; hits to website

Campaign outcomes: what happened as a result of your campaign-changes in behaviour, attitude

Organisational impact: impact on the goal's of the organisation

Evaluation Model



The Community Communications activity will be evaluated against the following measures:

- Number of participants engaged.
- Gender of participants.
- Diversity of participants.
- Impact of the activity, including but not limited to; any change in levels of participant awareness of VAWDASV, any change in levels of participant awareness of THIS IS ME and “Don’t be a bystander”, any change in levels of participant confidence to seek or offer help to those that are or could be experiencing VAWDASV, any change in participant intentions to challenge gender stereotypes and inequality, any change in participant intentions to behave differently following the activity (direct examples should be provided to the Welsh Government).

ANNEX A VAWDASV Related Awareness Days/Weeks

January	February	March	April
	<p>6 February International Day of Zero Tolerance to Female Genital Mutilation</p> <p>11 February International day of women and girls in science</p> <p>5-11 February 2018 Sexual abuse and sexual violence awareness week</p> <p>LGBT History Month</p>	<p>8 March International Women's Day</p> <p>18 March Child Sexual Exploitation awareness day</p> <p>March (annually) Commission on the Status of Women (CSW 62 12-23 March)</p>	<p>16-20 April Stalking week</p>
May	June	July	August
<p>17 May IDAHO Day</p>	<p>1-30 Gypsy Roma and Traveller History Month</p> <p>15 June World Elder Abuse Awareness Day</p> <p>19 June International Day for the Elimination of Sexual Violence in Conflict</p> <p>23 June International Day for children's rights</p>	<p>7 -11 July Forced Marriage and HBV awareness week</p> <p>30 July World day against trafficking in persons</p>	<p>12 August International Youth Day</p>

September	October	November	December
	<p>2 October International Day of Non-Violence</p> <p>2nd Tuesday in October Ada Lovelace Day</p> <p>11 October International Day of the Girl Child</p> <p>18 October Anti slavery Day Black History Month Hate Crime Awareness week</p>	<p>13 November National safeguarding week</p> <p>19 November International Men's Day</p> <p>20 November Transgender day of remembrance</p> <p>25 November International Day for the Elimination of Violence against Women (Start of 10 days of Action)</p>	<p>10 December Human Rights Day</p>